

WRITING EFFECTIVE COPY FOR LANDING PAGES

Each element on a landing page has a job to do. Let's look at how you can develop effective copy to support the goals of your page.

Headline + Subhead

Headline copy needs to grab attention, create interest and relevance with the reader, and communicate the focus of the page. To do all of those things can be tricky, but remember these ideas.



THINK OF YOUR TARGET AUDIENCE

- have your customers in mind when you write the headline



GIVE THEM AN END RESULT TO THINK ABOUT

- tell them what instore for them if they follow the path you've created

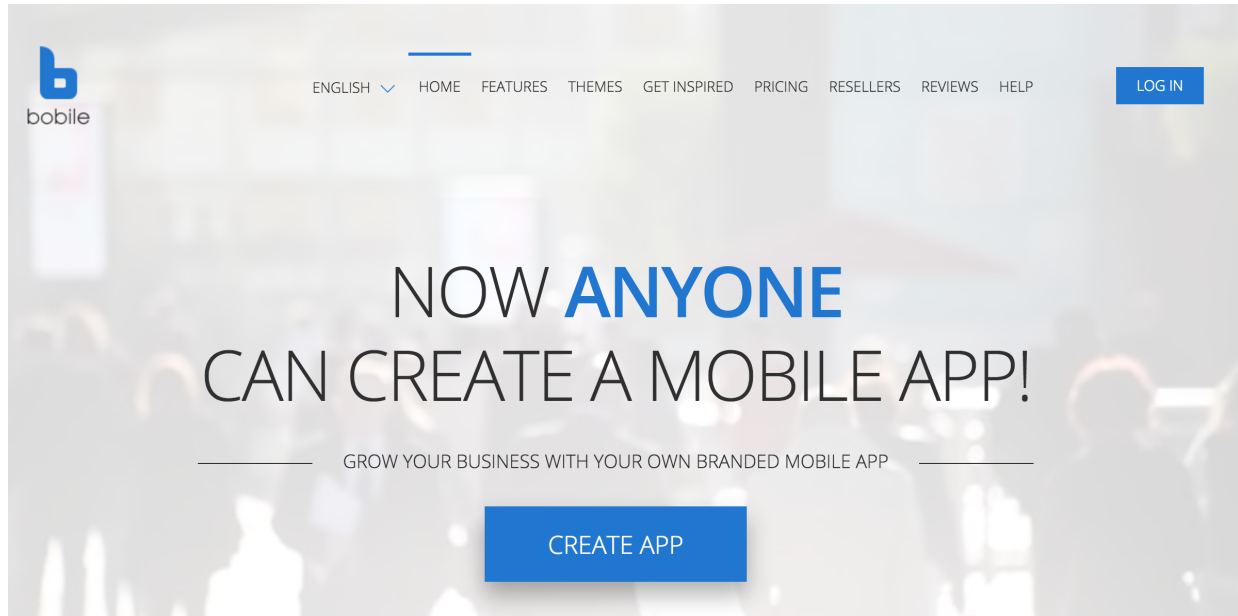


APPEAL TO THEIR BIGGEST NEED OR FEAR

- how can you help them via this landing page



For example, if you owned a small business, you might decide at some point you need a mobile app. Ideally, you'd like to make it yourself but you don't know how to code. So you find a site like Bobile that offers the service you want: app development without coding skills.



On their landing page, Bobile appeals to all those needs at once:

NOW ANYONE CAN CREATE A MOBILE APP!
GROW YOUR BUSINESS WITH YOUR OWN BRANDED MOBILE APP

For your own headline, you need to consider those same questions:

“

Who am I writing
this headline for?
Who am I trying
to reach?

”

“

Why are they
here? What need
are they trying
to fill?

”

“

What do
they want to
accomplish?
How could I help
them?

”

If you know the answers to those questions, you can write a focused, appealing, and compelling headline.

BODY COPY

Once you've got a headline in place, the body copy will support your efforts to get visitors to convert. Body copy can take many forms but they all need to provide relevant support and value. Any copy that doesn't support the goals of the page should be omitted.

Benefits of a product or service



Step-by-step description of how a product or service works



Testimonials from happy customers



MANY LANDING PAGES INCLUDE THE FOLLOWING TYPES OF BODY COPY:



Reviews from the press



Logos from professional organizations such as the Better Business Bureau



Keep in mind that copy works best when combined with helpful visuals, such as screenshots, pictures, videos, or interactive features. As well-written as your copy might be, visuals are powerful ways to grab attention and tell a story.

Regardless of what you write, you must write copy that supports your headline. Pay attention to any claims or benefits mentioned in your headline because your body copy needs to deliver details to convince the visitor and lead them to the call to action.



STEP 1: LIKE MAGIC, YOUR APP IS BORN!

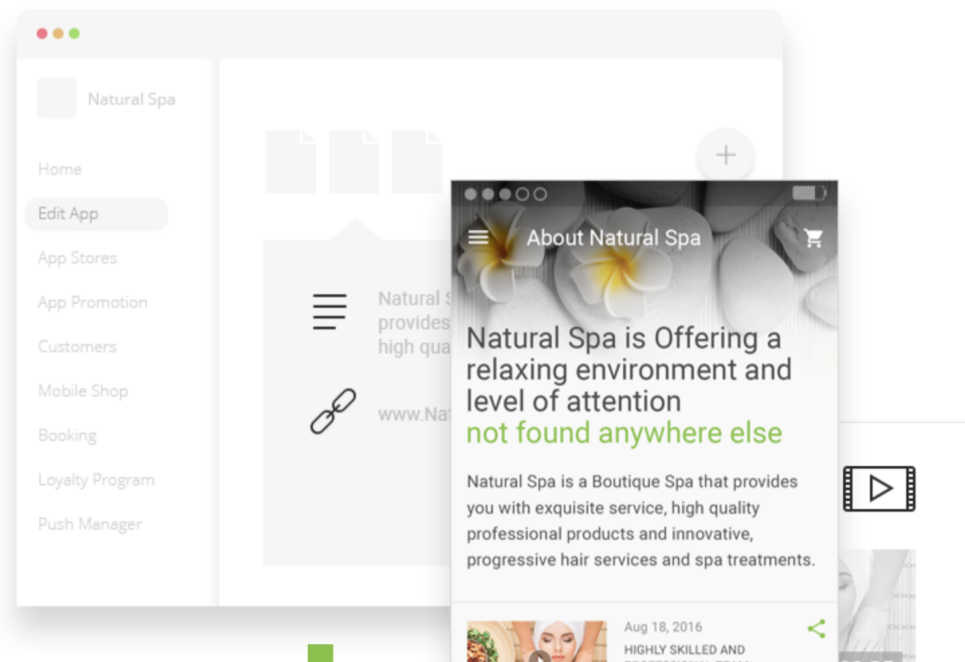
Our app builder creates the initial app based on your unique information and type of business. Our advanced technology will convert your website or Facebook page into your new business app in no time.

[Take me there, I want to see it!](#)

STEP 2: MAKE IT YOUR OWN – PERSONALIZE THE APP

After creating a basic app, use our powerful, intuitive and user-friendly tools to choose your app's structure and design. With our highly detailed customization options you can upload media, add content, edit almost everything, and create the app you've always wanted for your business.

[Design your own app now!](#)



For example, on Bobile's landing page, they describe a 5-step process for developing a small business app. While it could be confined to a 5-bullet list, Bobile separates each step to be its own small section on the page and writes a couple of sentences to explain each one. It compliments each piece of copy with a screenshot to illustrate the benefits available in each step. It also adds a text call to action - by using text, it doesn't draw their eye away from the descriptions or visuals, but still provides a way for visitors to immediately convert if they're ready.

Consider your own landing page for a product or service you sell, and answer the following questions to inspire your own landing page copy:



1

What details do I need to provide to support the claims I made in my headline?



2

How could I present these benefits in the clearest, easiest way possible?



3

What benefits would convince my visitors to convert? (to buy now, to sign up, etc.)



4

By the end of my copy, have I presented a clear path to the call to action?

The answers will help you develop your body copy and should deliver readers to the call to action on your landing page. If you've done your job, they'll be ready, willing, and compelled to convert.